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The Tourism Monographs

N° 7, June 1996

Niagara Region's Travel Markets - 1994

Ontario

INTRODUCTION

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and International Travel Survey (ITS) by Research Resolutions on behalf of the Ministry of Economic Development, Trade and Tourism.

Co-sponsored by all provinces and the Federal government, the CTS is conducted by Statistics Canada during even number years as a supplement to the Labour Force Survey. The CTS telephone survey captures the incidence and detail of travel by Ontarians and other Canadians in Ontario and in other parts of Canada.

In 1994, 117,845 households across Canada were surveyed about their travel on a monthly basis over the twelve calendar months. Approximately, 2,350 households from Ontario were interviewed each month bringing the total annual Ontario residents' sample to 28,421 households.

The 1994 CTS data are not directly comparable to those of 1992, since Statistics Canada moved from a three month panel approach in 1992 to independent monthly samples in 1994. The latter method is believed to be more accurate as it does not suffer from respondent fatigue.

The data contained in this report differ from those reported in the Touriscope or supplied electronically by Statistics Canada in the following ways:

1. All overnight trips, regardless of the distance travelled, and same-day trips with a minimum one-way distance from the respondent's home of at least 40 kms are included in the tabulations of this report.

2. Expenditures for all trips cited above are included in this report's final expenditure estimates.

3. Trips with a main destination in Ontario, but no nights in the province have been treated as "same-day" trips for Ontario.

The primary unit of analysis in this report is a Person Trip/Visit or Household/Party Trip. A Trip is defined as travel from one's permanent residence for any purpose, with the exception of: travel as a member of an operating crew of a bus, truck, plane, etc.; commuting to work or school; or moving to a new residence. The Trip must also meet the following one-way distance criteria:

Place of Residence		
Length of Stay	**Ontario**	**All Other Provinces**
Same Day	40 kms one-way	80 kms one-way
Overnight	No minimum distance	No minimum distance

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities that essentially conduct a census of border crossings and distribute the questionnaires to individual travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada.

The ITS statistics are based on the census of U.S. and overseas visitors as far as the number of travellers, their origin and the mode of transport is concerned. Most of the remaining trip characteristics for the Province of Ontario were obtained from 15,230 completed questionnaires by US residents (out of 31,739 questionnaires that US visitors to Canada completed in 1994) and 5,845 by overseas travellers (out of 13,932 they completed throughout Canada). The overall response rate across Canada was 7% for U.S. residents and 4% for overseas residents.

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Since the ITS long questionnaire does not contain a question on visitor destination, Ontario created a main destination variable according to the number of nights a visitor stays in Ontario/Canada.

2. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

3. Ontario does a number of imputations for missing values.

4. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spends in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the data base, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of terms used throughout this report is appended. For more information on this publication please contact:

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AN OVERVIEW OF NIAGARA REGION'S TOURISM MARKETS - 1994

A. Domestic Travel to Niagara Region

In 1994, 82 million person trips taken by Canadians were either destined to Ontario or spent some nights in the province on their way to other places in Canada, the USA, or overseas. Of those, 81 million person trips had a destination in Ontario, of which 4% (3.3 million) had Niagara Region as their main destination.

Niagara Region received 4.1% of trips which originated in Ontario and took the visitor at least 40 km one-way away from home, and was the main destination for 3.1% of travellers who visited Ontario from other Canadian provinces.

The automobile was the primary mode of transport for trips with a Niagara Region destination (95.6%), primarily because this is the main mode of transportation used by Ontario residents to travel around the province. The prominence of the automobile declined among the travellers from other Canadian provinces (70.7%), while the proportion using airplanes increased eight-fold (20.2% for other Canadians).

Ontario residents were the primary source of domestic travel in Niagara Region. Of all domestic person trips to Niagara Region, 96% originated within the province and 4% in the rest of Canada. Ontario maintained its prominence as a source of domestic travel in the overnight market segment as well - even though approximately 100% of all visitors from other provinces stayed overnight in the region, they numbered only 132,000, compared to overnight visitors from Ontario who numbered 971,000.

Of trips that originated in Ontario and were destined for Niagara Region, 31% were overnight trips and 69% began and ended on the same day.

Travel in Niagara Region was more heavily concentrated in the summer (35.5%), than it was in the other seasons (winter, 27.9%; autumn, 20.3%; spring, 16.3%).

Almost half the domestic person trips with an Niagara Region destination were motivated for pleasure reasons (49.2%). Visiting friends and relatives accounted for 30.3%, business trips for 12.1%, and trips that were motivated by personal reasons accounted for 8.4%.

Ontario residents generated 95.1% of all pleasure trips, 98.3% of all VFR trips and 90.9% of all business trips to Niagara Region. As chart 1 below illustrates, Ontario's prominence as a source of person trips declined in the overnight business market.

Chart 1: Niagara Region Destination
Percent of Overnight Trips Generated By Various Origin Groups

	Main Purpose of Trip			
Origin	Pleasure	Business	VFR	Personal
Total Canada	58%	6%	32%	2%
Ontario	88%	49%	95%	100%
Other Canada	12%	51%	5%	0%

Overall, a typical domestic visitor that had a Niagara Region destination stayed 0.82 night, travelled 165 kms one-way away from home and did so in groups that had an average household party size of 1.71 persons. On the other hand, the typical overnight visitor stayed 2.44 nights, travelled 281 kms one-way away from home and did so in groups that had an average party size of 1.86 persons.

Among Ontario residents, typical visitors to Niagara Region stayed 0.60 night, travelled 136 kms one-way away from home and did so in groups that had an average household party size of 1.70 persons; while the typical overnight visitor stayed for 1.93 nights, travelled 202 kms one-way away from home and did so in groups that had an average party size of 1.87 persons.

For residents from other Canadian provinces, all visitors were overnight travellers, stayed for 5.37 nights, travelled 860 kms one-way away from home and did so in groups that had an average household party size of 1.73 persons.

The majority of domestic same-day domestic visitors to Niagara Region came from the Metropolitan Toronto area (44%), followed by Hamilton (17.4%).

In the domestic overnight market, Toronto (23.9%), Hamilton (7.5%) and the local area (Niagara Region) (6.9%) generated the largest number of visitors to Niagara Region, as far as specific cities are concerned. Montreal (48.6%) and Kitchener-Waterloo (14.3%) accounted for the largest share of the domestic overnight business travel market.

Of the total domestic travelling households that had Niagara Region as their destination, 80.1% were comprised of adults only. Almost 626,000 children under the age of 15 accompanied adults in the remaining 19% of household to Niagara Region.

Visitors from Ontario had a high proportion of adults only households (80.1%), which was relatively the same for similar households travelling from the rest of Canada (79.7%).

Of households travelling to Niagara Region, 6.0% had a household income of over $60,000. More than half (53.0%) had an age between 25 to 44, and 23.7% between 45 to 64. Travellers to Niagara Region were well-educated with 50.8% possessing at least a post-secondary diploma/certificate or a university degree. About a two-fifths of the visitors (39.2%) from outside Ontario had at least a university degree.

The homes of friends and/or relatives accounted for 35.4% of the domestic household nights spent in Niagara Region, followed by Hotels (31.2%), Motels (14.2%), and Camping/Trailers (8.0%). Almost three in five domestic overnight trips (59.2%) that had Niagara Region as a destination used some form of commercial accommodation during their trip.

The most popular activities that domestic visitors to Niagara Region engaged in while on their trip were: sightseeing (40.9%), visiting friends and relatives (36.4%), shopping (27.4%) and dining at high quality restaurants (15.7%). It is noted that compared to Ontario residents, non-Ontario residents had significantly higher participation rates in many activities. For example (non-Ontario residents first), sightseeing (68.2% vs. 39.8%), shopping (43.2% vs. 26.8%), visiting a national/ provincial/municipal par or an historic site (57.6% vs. 15.4%) and visiting zoos, museums or natural displays (59.1% vs. 14.6%).

Canadian residents engaging in tourism activity spent a total of $265 million in Niagara Region. Of this, $216 million (82%) was spent by residents of Ontario, and $48 million (18%) by residents from the rest of Canada. $69 million (26% of total spending) was spent by residents of Niagara Region while travelling to destinations outside the region.

On average, visitors who had Niagara Region as a destination (i.e. it excludes residents of Niagara Region destined to areas outside the region) spent $60 on a same day visit to the municipality, while overnight visitors spent $122.

When compared to the average expenditure of domestic tourists in Ontario, a same-day visitor spent the same in Niagara Region ($60 in Niagara Region vs. $60 in Ontario), and overnight visitors spent more than the provincial average ($122 in Niagara Region vs. $105 in Ontario).

Of the total domestic expenditures incurred in Niagara Region ($265 million), 19% went to public transportation (almost all of which was spent by local residents for vacations outside Niagara Region), 17% to private transportation (2% - vehicle rental, 15% - garages and gasoline stations), 31% to food and beverage services (26% - restaurants and bars, 5% - grocery stores), 9% to clothing and other retail stores, 16% to accommodation establishments, 8% to firms engaged in entertainment and recreation, and less than 1% to local transportation.

When the public transportation expenditures of Niagara Region residents travelling to destinations outside Niagara Region are removed, the share of public transportation falls from 19% to practically zero, and the share of food and beverage service expenditures increases from 31% to 41%, private transportation from 17% to 23% and of accommodation establishments from 16% to 22%, making these sub-sectors the three largest recipients of domestic in-bound tourists' expenditures.

Ontario residents spent on average $47 (per visitor) when visiting Niagara Region, which is substantially less than non-Ontario residents, who spent $367 (per visitor). It should be noted that expenditures on public transportation for trips originating outside Ontario do not accrue to the province and as such the above figures do not represent average trip costs, but rather average spending accrued to Niagara Region.

Among overnight travellers in Niagara Region, Ontario residents spent on average $89, while a visitor from the other Canadian provinces spent $367.

Chart 2: Trips With A Niagara Region Destination: Average Spending Per Visitor By Origin, Main Purpose & Length of Stay

Main Purpose	Origin of Visitors: Total Canada	Ontario	Other Canada
Pleasure			
Same Day	$32	$32	
Overnight	$135	$113	$291
Business			
Same Day	$67	$67	
Overnight	$387	$189	$574
VFR			
Same Day	$9	$9	
Overnight	$52	$41	$282
Personal			
Same Day	$12	$12	
Overnight	$103	$103	n/a*

* - Number of visitors to small to estimate average expenditure

For all origin groups, the most lucrative market segment, in terms of average expenditure, was the overnight business traveller, followed by the overnight pleasure traveller.

Overall, the further the distance travelled, the higher the visitors' expenditures. This is primarily due to the longer length of stay and the higher incidence of commercial accommodation usage by long-haul travellers (see Chart 3 below).

Chart 3: Trips With An Niagara Region Destination: Incidence of Accommodation Usage, Length of Stay & Distance Travelled by Origin of Visitors

Origin of Visitors	Average Length of Stay (nights)	% of Visitors Staying in Commercial Accommod.	Average Distance Travelled (kms)
Total Canada	0.82	59.2%	165
Ontario	0.60	55.5%	136
Other Canada	5.37	85.9%	860

B. U.S.A. Travel to Niagara Region

During 1994, a total of 34.8 million Americans visited Canada and of these, 12.5 million stayed overnight. The latter figure accounts for 25.8% of the total U.S. international travel[1].

Of the 34.8 million American visitors to Canada, 68% or 23.7 million, visited Ontario. Of the latter, over a quarter (6.5 million) visited Niagara Region. Of the Americans visiting Niagara Region, 76% (5 million) were same-day visitors, with the balance staying overnight (1.56 million).

In Ontario, Niagara Region attracts the largest number of American visitors, the largest number of U.S. same-day visitors, and is second to Toronto in attracting overnight visitors from the U.S..

New York generated the largest share of total visitation to Niagara Region (63%), followed by Michigan (9.5%) and Pennsylvania (4.2%). New York State also accounted for the majority of same day travel to Niagara Region (73%).

A typical American traveller visiting Niagara Region stayed 0.50 night and did so in groups that had an average travelling party size of 2.29 persons. On the other hand, the typical overnight visitor stayed for 2.08 nights and did so in groups that had an average party size of 2.47 persons.

The automobile was the dominant form of transportation used to visit Niagara Region (90.2% of the visitors), while bus and boat accounted for 6.8% and 2.0% respectively.

The highest incidence of travel was realized during the summer calendar quarter (44.5%), followed by spring (26.5%), autumn (18.6%) and winter (10.5%).

Pleasure was the main purpose of the trip for 57.7% of the travellers, followed by personal reasons (25.4%), visiting friends and relatives (13.7%) and business/conventions (3.2%).

Hotels accounted for 34.5% of the total U.S. party-nights spent in the Niagara Region, followed by motels (31.5%) and the homes of friends and/or relatives (11.2%). Commercial accommodation was used on almost four out of every five (78.2%) of the trips to the city.

Sightseeing and shopping were the most popular activities engaged in by U.S. visitors to Niagara Region (67.1% and 66.1%, respectively). The next most popular activities were: dining at high quality restaurants (40.8%), visiting a national/provincial/ municipal park or historic site (38.7%), visiting a zoo, museum or natural display (27.0%) and attending cultural events (20.4%)[2].

Of the travelling parties that visited Niagara Region, 82.3% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 16.7%. Most of the travelling parties visiting Niagara Region had a party size of either one (31.6%) or two (41.9%) persons.

Of the American parties travelling to Niagara Region, 28.3% were within the age group 25 to 44, and 32.3% between 45 to 64. Visitors over the age of 65 comprised 19.0% of all U.S. travellers visiting Niagara Region.

Americans spent a total of $2,795 million in Ontario, of which 14% ($392 million) was spent in Niagara Region. Spending on trips which had Ontario as the main destination totalled $389.8 million and on those with a Niagara Region visit, but main destination outside Ontario, or no main destination in Canada, $2.1 million. Expenditures by same-day visitors accounted for 38.4% ($150.7 million) of total expenditure.

Of the total U.S. expenditure in Niagara Region ($392 million), 21.7% was spent on accommodation, 29.3% on food and beverage services, 18.0% on retail purchases, 20.4% on recreation and entertainment, 2.3% on public transportation and 7.8% on auto transportation (gasoline, garage and rental).

Pleasure trips accounted for the highest proportion of total U.S. overnight spending in Niagara Region (82.9%), followed by visiting friends and/or relatives (6.6%), business/convention (5.8%) and other purposes (4.7%).

Those Americans visiting Niagara Region for one day or less had an average expenditure of $30 per person visit, whereas those who stayed overnight spent $153 per person visit. The overall average (any length of stay) was $60 per person visit.

When compared to the average expenditures of U.S. tourists in Ontario, same-day visitors spent the same as domestic visitors ($60 in Niagara Region vs. $60 in Ontario), and overnight visitors ($153 in Niagara Region vs. $293 in Ontario) spent less in Niagara Region than the provincial average.

Visitors were asked to rate various aspects of their stay in Canada relative to United States. Under all categories, services were rated as essentially the same as in the United States.

Chart 4: Rating of Various Services in Canada in Comparison to Home Country

Transportation Services	
Better	*26.3%*
Same	*65.6%*
Not as Good	*8.2%*
Accommodation Services	
Better	*13.9%*
Same	*75.4%*
Not as Good	*10.7%*
Hospitality of Local People	
Better	*34.1%*
Same	*61.8%*
Not as Good	*4.1%*
Value for Money	
Better	*33.3%*
Same	*33.9%*
Not as Good	*32.8%*
Variety of Things to See and Do	
Better	*31.8%*
Same	*64.4%*
Not as Good	*3.8%*

C. Overseas Travel to Niagara Region

During 1994, a total of 3.792 million overseas residents visited Canada and of these, 3.429 million stayed overnight. The latter figure accounts for 90.4% of the total number of overseas residents travel to Canada[3].

Of the 3.292 million overseas visitors to Canada, 2.183 million visited Ontario. Of this total, 32.4% (708,000) visited Niagara Region. Niagara Region was second only to Toronto in municipalities ability to attract overseas visitors.

Of the total number of visitors to Niagara Region, 24.9% stayed for one day and 75.1% stayed overnight.

Japan generated the largest share of total overseas visitation to Niagara Region (161,000 or 22.7%), followed by the United Kingdom (104,000 or 14.7%), France (89,000 or 12.6%) and Germany (69,000 or 9.7%).

The summer calendar quarter realized the highest incidence of overseas travel (48.6%) to Niagara Region, followed by spring (29.1%), fall (15.1%) and winter (7.3%).

Pleasure was the main purpose of the trip for 71.2% of the travellers, followed by visiting friends and relatives (20.5%), business/ conventions (5.8%) and personal reasons (2.5%).

Hotels accounted for the largest share of party-nights spent in Niagara Region (50.6%), followed by motels (26.3%), homes of friends and relatives (19.2%) and camping/trailer parks and all other types of accommodation (4.3%). Among overseas visitors, 84.3% of the party-nights in Niagara Region were spent in commercial accommodation. In contrast to the American visitors, overseas travellers had a higher level of commercial accommodation usage (7.8% more).

Sightseeing was the most popular activity engaged in by overseas visitors having the province as their main destination (83.5%), followed by shopping (68.9%), visiting either a provincial, national or municipal park or an historic site (51.4%), visiting a zoo, museum or natural display (38.1%), and dining at high quality restaurants (34.6%)[4].

Of the overseas travelling parties that visited Niagara Region, 88.6% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 11.4% of all travelling parties. Most of the travelling parties visiting Niagara Region had a party size of either one (36.5%) or two (36.6%) persons.

Among overseas travellers who visited Niagara Region, the preferred means of transportation was the automobile (68.8%), followed by the bus (32.5%), other means (14.4%) and boat (7.7%).

Of parties travelling to Niagara Region, 37.6% were within the age group 25 to 44, and 33.4% between 45 to 64. Visitors over the age of 65 comprised 7.2% of all overseas travellers visiting Niagara Region.

Overseas visitors spent a total of $129.4 million in Niagara Region. Spending on trips which had Ontario as their main destination totalled $125.8 million and on those with a main destination outside Ontario or no main destination in Canada, $3.6 million. Niagara Region's share of overseas tourism spending in Ontario ($1,611 million) was 8.0%.

Overseas visitors who were on same day trips accounted for only 5.5% of the total spending and those who stayed overnight, 94.5%.

Of total overseas expenditures ($129.4 million), the largest share (27.5%) was spent on accommodation, followed by retail purchases (20.7%), food and beverage services (20.5%), public transportation (14.1%), recreation and entertainment (9.6%) and auto transportation (gasoline, rental and repairs accounted for 6.2%).

Pleasure trips captured the highest share of total overseas overnight spending (62.0%), while visiting friends and/or relatives captured 21.2%, business 12.6% and all other purposes 4.2%.

Overseas travellers visiting Niagara Region for one day or less had an average expenditure of $40 per person trip, whereas those who stayed overnight averaged $223. The overall average (any length of stay) was $183 per person visit.

When compared to the average expenditures for overseas tourists in Ontario, same-day ($40 in Niagara Region vs. $226 in Ontario) and overnight visitors ($223 in Niagara Region vs. $846 in Ontario) spent less in Niagara Region than the provincial average.

The average length of stay of all overseas visitors to Niagara Region was 2.16 nights. For those visitors who stayed overnight, the average length of stay was 2.22 nights.

Overnight business trips yielded the highest average expenditures ($441 per person trip). Of special interest is the average spending on VFR trips ($237), which was higher than that for pleasure trips ($193) for all countries. This was mainly due to the well above average length of stay for overnight VFR trips.

Visitors were asked to rate various aspects of their Niagara Region trip experience relative to that in their home countries. Visitors rated "value for money" as being better in Canada than back home.

Chart 5: Rating of Various Services in Canada in Comparison to Home Country

Transportation Services	
Better	*35.4%*
Same	*48.3%*
Not as Good	*16.4%*
Accommodation Services	
Better	*34.8%*
Same	*60.5%*
Not as Good	*4.7%*
Hospitality of Local People	
Better	*43.7%*
Same	*50.1%*
Not as Good	*6.2%*
Value for Money	
Better	*44.2%*
Same	*41.8%*
Not as Good	*14.0%*
Variety of Things to See and Do	
Better	*45.7%*
Same	*47.5%*
Not as Good	*6.8%*

GLOSSARY

ACCOMMODATION TYPE refers to the type(s) of accommodation used on the trip.

***Commercial* accommodation**: hotel, motel, bed & breakfast, resort/lodge, camping or trailer park, commercial cottage or cabin.

***Non-Commercial* accommodation**: home of friends or relatives, private cottage or vacation home.

***Other* accommodation** is a separate category in the CTS questionnaire, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many tabulations of the 1994 CTS, accommodation type "not stated" records have been combined with *other*.

Any commercial accommodation is a term used to capture accommodation type for data tabulated on a person trip base. Trips are assigned to specific types of accommodation according to details provided by the respondent. A trip that has hotel as the only form of accommodation is referred to as a "hotel only" trip. Similarly, a trip that has only motel nights listed is referred to as a "motel only" trip. Trips that have two or more forms of *commercial* accommodation listed are referred to as *multiple commercial*. *Any commercial* refers to trips on which a respondent reported utilising any form of commercial accommodation. The term includes all individual and multiple commercial accommodation types.

Multiple mixed (commercial and non-commercial) is used to describe trips that utilise both commercial and non-commercial accommodation.

Any non-commercial accommodation is analogous to *any commercial accommodation*, and is used for trips reporting staying with friends and relatives and/or in private cottage or vacation home (see above).

ACTIVITIES ON TRIP. For each trip, domestic respondents were asked to indicate whether they participated in any of fifteen activities (aided measure). If they indicated that they *participated in sports or outdoor activities* they were asked to volunteer the specific sports or outdoor activities (unaided measure). Coded categories for this unaided measure included swimming, other water-based activities, golfing, hunting, fishing, bird or wildlife viewing, cross country skiing, downhill skiing, snowmobiling, walking or hiking, cycling and other.

The international questionnaire is self-completed and has fewer activities than the domestic questionnaire.

The activity could have occurred at any location on the trip (destination, location of overnight stop, or en route) since activity data are not captured on a location-specific basis.

DESTINATION OF TRIP. The location -- city/town and province (Canada) or city/state (USA) or country (other countries) -- volunteered by the respondent as the *destination* of the trip. If multiple destinations are named (e.g., a touring trip), interviewers are instructed to record the location that is *furthest* from the respondent's home.

International visitors to Canada are asked to complete two types of questionnaires. A short

version that is given only to the same day visitors from the US that enter Canada by car, and a long version that is given to other visitors. The short questionnaire asks for the destination of the trip, but not the long questionnaire. Ontario's tables indicate that a trip had the province as a destination only if the number of nights spent in Ontario is equal or greater to 50% + 1 night spent on the entire trip. For same day trips (other than those from the short form), if Ontario is the port of entry then it is also considered the destination of the trip.

EXPENDITURES ON TRIP. All dollars spent by all household members who went on the trip. For reasons of national accounting practices, most tabulations provided for the 1994 CTS exclude *public transport* expenditures spent on trips with a destination outside of Canada. Figures from the International Travel Study (ITS) are generally used to estimate public transport spending for trips that originate in Canada but are destined outside the country.

EXPENDITURES IN ONTARIO. Expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. All dollars assigned to Ontario on the basis of these rules were re-assigned to municipalities, as either "origin" dollars or "destination" dollars, depending on how the dollars were assigned by Statistics Canada and whether the trip began and ended within the same municipality.

International expenditures are allocated to Ontario by MEDTT using rules similar to those applied in the domestic survey.

HOUSEHOLD TRIP. A single qualifying trip reported by the selected adult respondent in the household, regardless of the number of household members who went on the trip. Household members must be related. An "adult" is defined as an individual fifteen years of age or over

MODE OF TRANSPORT. In the CTS, it is the mode of transport used to travel the *greatest distance* on the trip. Only one mode of transport per trip is recorded.

The ITS records two types of transport used: a) to enter Canada and b) while in Canada. *Other* transport includes pedestrian, motorcycle and bicycle. Due to multiple responses on the mode of transport while in Canada (i.e. a respondent could have used multiple transportation modes), the numbers of the various modes used add up to more than 100%.

PARTY TRIP. A single qualifying trip reported by the selected adult respondent in the travelling party, regardless of the number of persons who went on the trip. Party members need not be related. An "adult" is defined as an individual fifteen years of age or over.

PERSON NIGHTS. Total person trips times the number of nights spent on the trip/in a specified location on the trip.

PERSON TRIPS. The reported qualifying trip times the total number of household members who went on the trip (all ages).

PERSON VISIT. A person making one visit to a municipality.

PURPOSE OF TRIP (MAIN). Under the ITS, the main reasons for the trip to Canada include the following categories:

Pleasure: includes vacation, visiting second home, attend events/attractions and shopping.
Business: includes attending a meeting, convention, commuting to work and other work.
Visiting Friends and Relatives: includes visiting friends and relatives.
Other: includes personal, in transit, educational study and other.

Since commuting to work and educational study are not part of the definition of a visitor according to the World Tourism Organisation, the tables of this report identify this group of visitors as *Excluded by WTO*.

QUALIFYING TRIP. In the CTS, a *qualifying trip* is defined as travel from the usual place of residence to a location any distance away from it, if an overnight trip; and at least 40 km (one-way) away, if a same-day trip, for any purpose other than as a member of an operating crew of a bus, plane, truck, etc.; commuting to work or school; and/or moving to a new residence. The minimum distance criterion of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km.

RESPONDENT. For the CTS a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age.

For the ITS, a randomly selected individual at the point of entry to Canada.

NIAGARA REGION. Niagara Region consists of Census Metropolitan Area 539.

SAMPLE SIZE. The data presented in this report are based on the following respondents:

SAMPLE SIZE FOR PERSON TRIPS/VISITS AND HOUSEHOLD/PARTY TRIPS FOR EACH TRAVEL GROUP TO NIAGARA REGION	
ONTARIO	
Number of completed questionnaires with Niagara Region as a visit	503
OTHER CANADA	
Number of completed questionnaires with Niagara Region as a visit	41
U.S.A.	
Number of completed questionnaires with Niagara Region as a visit	2,768
OVERSEAS	
Number of completed questionnaires with Niagara Region as a visit	1,763

Endnotes

1 Source: World Tourism Organization.

2 Due to multiple response, sub-totals add to more than 100%. The average number of activities participated in during the trip was 3.

3 Source: World Tourism Organization.

4 Due to multiple responses, sub-totals do not add up to 100%.

TABLE 1
PERSON TRIPS/VISITS TO NIAGARA REGION (CMA)
By Quarter, Main Purpose, Origin and Length of Stay
('000)

Year: 1994

	QUARTER I	QUARTER II	QUARTER III	QUARTER IV	TOTAL
TOTAL PERSON TRIPS	1,648	2,465	4,405	1,984	10,501
	15.7%	23.5%	42.0%	18.9%	100.0%
ORIGIN OF VISITORS					
Ontario	907	512	1,058	655	3,132
	55.0%	20.8%	24.0%	33.0%	29.8%
Other Canada	2	20	100	9	132
	0.1%	0.8%	2.3%	0.5%	1.3%
U.S.A.	687	1,727	2,903	1,213	6,529
	41.7%	70.1%	65.9%	61.1%	62.2%
Other Countries	52	206	344	107	708
	3.2%	8.4%	7.8%	5.4%	6.7%
MAIN PURPOSE OF TRIP					
Visit Friends & Relatives	424	440	725	441	2,030
	25.7%	17.8%	16.5%	22.2%	19.3%
Pleasure	455	1,469	2,943	1,010	5,878
	27.6%	59.6%	66.8%	50.9%	56.0%
Business/Convention	313	73	179	80	645
	19.0%	3.0%	4.1%	4.0%	6.1%
Personal/Not Stated	456	482	558	454	1,949
	27.7%	19.6%	12.7%	22.9%	18.6%
LENGTH OF STAY					
Same Day	1,325	1,779	2,800	1,398	7,301
	80.4%	72.2%	63.6%	70.5%	69.5%
Overnight	323	685	1,606	586	3,200
	19.6%	27.8%	36.5%	29.5%	30.5%

Appendix I:

Detailed Tabulations

TABLE 2

PERSON TRIPS/VISITS TO NIAGARA REGION (CMA)

By Origin, Main Purpose, Length of Stay, and Party Size

Year: 1994

	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
MAIN PURPOSE OF TRIP										
Visit Friends & Relatives	972	31.0%	17	13.1%	895	13.7%	145	20.5%	2,029	19.3%
Pleasure	1,526	48.7%	79	59.7%	3,768	57.7%	504	71.2%	5,877	56.0%
Business/Convention	360	11.5%	36	27.3%	209	3.2%	41	5.8%	646	6.2%
Personal	273	8.7%	-	-	1,657	25.4%	18	2.5%	1,948	18.6%
TOTAL	3,132	100.0%	132	100.0%	6,529	100.0%	708	100.0%	10,500	100.0%
LENGTH OF STAY										
Same Day	2,161	69.0%	0	-	4,963	76.0%	176	24.9%	7,300	69.5%
1 Night	427	13.6%	2	1.4%	809	12.4%	294	41.5%	1,532	14.6%
2 Nights	349	11.1%	18	13.6%	481	7.4%	166	23.5%	1,014	9.7%
3 Nights	114	3.6%	25	18.9%	144	2.2%	23	3.2%	306	2.9%
4 Nights	43	1.4%	46	34.7%	31	0.5%	14	2.0%	134	1.3%
5 Nights	15	0.5%	16	12.1%	13	0.2%	11	1.5%	55	0.5%
6-9 Nights	19	0.6%	10	7.6%	72	1.1%	9	1.3%	110	1.0%
10-16 Nights	3	0.1%	10	7.6%	10	0.2%	7	1.0%	30	0.3%
17+ Nights	-	-	6	4.3%	7	0.1%	7	1.0%	19	0.2%
TOTAL	3,132	100.0%	132	100.0%	6,529	100.0%	708	100.0%	10,501	100.0%
Average Length of Stay										
All Trips	0.60 Nights		5.37 Nights		0.50 Nights		1.59 Nights		0.66 Nights	
Overnight Trips	1.93 Nights		5.37 Nights		2.08 Nights		2.12 Nights		2.17 Nights	
PARTY SIZE (Household/Party Trips)*										
One	1,114	60.6%	34	46.7%	902	31.6%	120	36.5%	2,170	42.6%
Two	373	20.3%	26	35.1%	1,196	41.9%	120	36.6%	1,715	33.7%
Three	187	10.2%	10	13.6%	270	9.5%	45	13.7%	512	10.0%
Four	115	6.2%	2	3.3%	309	10.8%	27	8.2%	453	8.9%
Five+	50	2.7%	1	1.4%	179	6.3%	16	4.9%	246	4.8%
TOTAL	1,838	100.0%	74	100.0%	2,856	100.0%	328	100.0%	5,096	100.0%
Same-day	845	46.0%	0	-	2,220	77.7%	87	26.5%	3,152	61.9%
Overnight	993	54.0%	74	100.0%	636	22.3%	241	73.5%	1,944	38.1%
TRAVEL PARTY COMPOSITION (Household/Party Trips)*										
Adults Only										
One	1,114	75.6%	34	57.6%	108	21.7%	84	35.8%	1,340	59.2%
Two	307	20.8%	18	30.5%	275	55.3%	101	43.0%	701	31.0%
Three	33	2.2%	7	11.9%	32	6.4%	28	11.9%	100	4.4%
Four+	19	1.3%	0	-	82	16.5%	22	9.3%	123	5.4%
TOTAL	1,473	100.0%	59	100.0%	498	100.0%	234	100.0%	2,264	100.0%
Same-day	1,068	72.5%	0	-	62	12.5%	65	27.7%	1,195	52.8%
Overnight	405	27.5%	59	100.0%	435	87.5%	169	72.3%	1,069	47.2%
Adults with Children										
One + Children	121	33.2%	11	73.3%	8	7.5%	3	9.4%	143	27.6%
Two + Children	231	63.3%	3	20.0%	68	63.6%	20	62.5%	322	62.0%
Three + Children	13	3.6%	1	6.7%	31	29.0%	9	28.1%	54	10.4%
TOTAL	365	100.0%	15	100.0%	107	100.0%	32	100.0%	519	100.0%
Same-day	251	68.8%	0	-	2	1.9%	5	15.6%	258	49.7%
Overnight	114	31.2%	15	100.0%	105	98.1%	27	84.4%	261	50.3%
Average Party Size										
All Trips	1.70 Visitors		1.73 Visitors		2.29 Visitors		2.16 Visitors		2.06 Visitors	
Same Day Trips	1.64 Visitors		0.00 Visitors		2.23 Visitors		1.99 Visitors		2.07 Visitors	
Overnight Trips	1.87 Visitors		1.73 Visitors		2.47 Visitors		2.22 Visitors		2.10 Visitors	

* **Overseas and U.S. visitors are surveyed on a travelling party basis, while domestic travellers are surveyed on a household basis.**

TABLE 3
PERSON TRIPS/VISITS TO NIAGARA REGION (CMA)
By Origin, Distance Travelled and Transportation Mode

Year: 1994

	Ontario		Other Canada		U.S.A.*		Other Countries*		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
DISTANCE TRAVELLED										
Under 40 kms	29	0.9%	0	-	N/A	-	N/A	-	29	0.9%
40-79 kms	1,078	34.4%	0	-	N/A	-	N/A	-	1,078	33.0%
80-159 kms	1,154	36.8%	0	-	N/A	-	N/A	-	1,154	35.3%
160-319 kms	649	20.7%	1	0.8%	N/A	-	N/A	-	650	19.9%
320+ kms	223	7.1%	131	99.2%	N/A	-	N/A	-	354	10.8%
Not Stated	0	0.0%		-	N/A	-	N/A	-	0	0.0%
TOTAL	3,132	100.0%	132	100.0%	0	-	0	-	3,264	100.0%
Average Distance Travelled										
All Trips	135.5 kms		860.44 kms		N/A kms		N/A kms		167.7 kms	
Same Day	105.7 kms		0.00 kms		N/A kms		N/A kms		105.7 kms	
Overnight	201.9 kms		860.44 kms		N/A kms		N/A kms		280.5 kms	
PRIMARY MODE OF TRANSPORTATION WHILE IN CANADA										
Auto	2,994	95.6%	94	70.7%	5,892	90.2%	487	68.8%	9,467	85.4%
Air	81	2.6%	27	20.2%	4	0.1%	51	7.2%	163	1.5%
Bus	52	1.7%	12	9.1%	443	6.8%	230	32.5%	737	6.6%
Rail	2	0.1%		-	19	0.3%	51	7.3%	72	0.7%
Boat		-		-	132	2.0%	54	7.7%	186	1.7%
Other		-		-	83	1.3%	102	14.4%	185	1.7%
Not Stated	2	0.1%		-	230	3.5%	43	6.0%	275	2.5%
TOTAL	3,132	100.0%	132	100.0%	6,529	100.0%	708	100.0%	11,086	100.0%

N/A - Question not asked.

* - Totals exceed number of visitors due to multiple types of transportation used.

TABLE 4
PERSON TRIPS/VISITS TO NIAGARA REGION (CMA)
Activities Visitors Participated In During Their Trip*, By Origin

Year: 1994

Activity	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips	3,132	198.5%	132	350.8%	1,922	343.5%	708	395.9%	5894	272.9%
Visit Friends or Relatives	1,166	37.2%	21	15.9%	372	19.4%	207	29.2%	1,766	30.0%
Attend Festival or Fair	99	3.2%	7	5.3%	136	7.1%	64	9.0%	306	5.2%
Attend Cultural Events	153	4.9%	12	9.1%	393	20.4%	96	13.6%	654	11.1%
Attend Sports Events	110	3.5%	2	1.5%	66	3.4%	88	12.4%	266	4.5%
Shopping	838	26.8%	57	43.2%	1,270	66.1%	488	68.9%	2,653	45.0%
Sightseeing	1,246	39.8%	90	68.2%	1,290	67.1%	591	83.5%	3,217	54.6%
Nightlife/Entertainment	258	8.2%	13	9.8%	228	11.9%	109	15.4%	608	10.3%
Dining at High Quality Restaurants	481	15.4%	31	23.5%	785	40.8%	245	34.6%	1,542	26.2%
Visiting a Theme Park	201	6.4%	26	19.7%	266	13.8%	129	18.2%	622	10.6%
Visit Zoo/Museum/ Natural Display	456	14.6%	78	59.1%	519	27.0%	270	38.1%	1,323	22.4%
Visit a National/Provincial/ Municipal Park/Historic Site	481	15.4%	76	57.6%	744	38.7%	364	51.4%	1,665	28.2%
Participate in Sports/ Outdoor Activities	374	11.9%	26	19.7%	434	22.6%	112	15.8%	946	16.1%
Swimming	95	3.0%	16	12.1%	295	15.3%	77	10.9%	483	8.2%
Other Water Sports	40	1.3%	4	3.0%	80	4.2%	21	3.0%	145	2.5%
Golfing	27	0.9%	0	0.0%	N/A	-	N/A	-	27	0.5%
Hunting or Fishing	6	0.2%	0	0.0%	95	4.9%	12	1.7%	113	1.9%
Cross-Country Skiing		-		-		-	1	0.2%	1	0.0%
Down Hill Skiing		-		-	1	0.1%	1	0.1%	2	0.0%
Other Sports/Outdoor Activities	310	9.9%	13	9.8%	100	5.2%	35	4.9%	458	7.8%
Other	0	0.0%	0	0.0%	60	3.1%	22	3.1%	82	1.4%
None of the Above	354	11.3%	24	18.2%	39	2.0%	18	2.5%	435	7.4%

*** - Percentages do not add up to 100% because a person can participate in more than one activity**

TABLE 5
PERSON TRIPS/VISITS TO NIAGARA REGION (CMA)
Types of Accommodation Used (Overnight Trips Only)

Year: 1994

Accommodation Type*	Ontario		Other Canada		U.S.A.#		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	970	100.0%	133	100.0%	1,568	103.7%	536	101.2%	3207	102.0%
Only Hotel	295	30.4%	49	37.1%	540	34.5%	271	50.6%	1,155	36.0%
Only Motel	122	12.6%	35	26.5%	494	31.5%	141	26.3%	792	24.7%
Only Bed & Breakfast	53	5.5%	-	-		-		-	53	1.6%
Only Resort or Lodge	7	0.7%	-	-		-		-	7	0.2%
Only Camping or Trailer Park	58	6.0%	30	22.6%	44	2.8%	23	4.3%	155	4.8%
Only Home of Friend Or Relative	374	38.5%	16	12.4%	176	11.2%	51	9.5%	617	19.2%
Only Private Cottage Or Vacation Home		-		-	49	3.1%	0	0.0%	49	1.5%
Only Commercial Cottage Or Cabin		-		-	88	5.6%	1	0.2%	89	2.8%
Only Other Accommodation	8	0.8%		-	83	5.3%	23	4.3%	114	3.6%
Multiple Commercial Only	5	0.5%		-	16	1.0%	2	0.4%	23	0.7%
Multiple Non-Commercial Only		-		-		-		-	-	-
Multiple Mixed Only - Commercial & Non-Commecial	21	2.1%	2	1.7%	5	0.3%	2	0.4%	30	0.9%
Commercial Unspecified	-	-		-	76	4.8%	17	3.2%	93	2.9%
Non-Commercial Unspecified		-		-	54	3.4%	11	2.1%	65	2.0%
Not Stated	29	3.0%		-		-		-	29	0.9%
ANY COMMERCIAL	539	55.5%	114	85.9%	1,227	78.2%	451	84.3%	2,331	72.7%
ANY NON-COMMERCIAL	374	38.5%	16	12.3%	279	17.8%	62	11.6%	731	22.8%

* - **"Only" in each category applies to Ontario and Other Canada only.**

\# - Totals exceed number of visitors due to multiple types of accommodation used.

TABLE 6
HOUSEHOLD/PARTY TRIPS TO NIAGARA REGION (CMA)
Household Income of Visitors (000's)

Year: 1994

Income Group	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Household Trips	1,838	100.0%	74	100.0%					1,912	100.0%
Under $20,000	171	9.3%	9	12.2%	N/A		N/A		180	9.4%
$20,000-$39,999	256	13.9%	7	9.5%	N/A		N/A		263	13.8%
$40,000-$59,999	257	14.0%	15	20.3%	N/A		N/A		272	14.2%
$60,000-$79,999	302	16.4%	27	36.5%	N/A		N/A		329	17.2%
$80,000 and over	111	6.0%	3	4.1%	N/A		N/A		114	6.0%
Not Stated	741	40.3%	13	17.6%	N/A		N/A		754	39.4%
Under $20,000	171	9.3%	9	12.2%	N/A		N/A		180	9.4%
$20,000-$59,999	513	27.9%	22	29.7%	N/A		N/A		535	28.0%
$60,000 and over	413	22.5%	30	40.5%	N/A		N/A		443	23.2%

N/A - Question not asked.

TABLE 7
PERSON TRIPS/VISITS TO NIAGARA REGION (CMA)
Respodent's Age (000's)

Year: 1994

Age Group	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	3,132	100.0%	132	100.0%	6,529	100.0%	708	100.0%	10501	100.0%
Question Not Asked	-	-	-	-	4,607	70.6%		-	4,607	43.9%
Not Stated					345	5.3%	110	15.5%	455	4.3%
% Based on Total Responding										
Under 15	607	19.4%	19	14.4%	200	12.7%	47	7.9%	873	16.0%
15-19 Years	206	6.6%	10	7.6%	64	4.1%	20	3.3%	300	5.5%
20-24 Years	245	7.8%	8	6.0%	59	3.7%	64	10.7%	376	6.9%
25-34 Years	662	21.1%	45	33.8%	199	12.6%	119	19.9%	1,025	18.8%
35-44 Years	623	19.9%	8	5.9%	248	15.7%	106	17.7%	985	18.1%
45-54 Years	421	13.4%	9	6.6%	279	17.7%	115	19.2%	824	15.1%
55-64 Years	210	6.7%	13	9.8%	230	14.6%	85	14.2%	538	9.9%
65-69 Years	106	3.4%	14	10.6%		-		-	120	2.2%
65-74 Years		-		-	249	15.8%	36	6.0%	285	5.2%
70 or over	51	1.6%	7	5.3%	-	-		-	58	1.1%
75 or over		-		-	50	3.2%	7	1.2%	57	1.0%
TOTAL RESPONDING	3,132	100.0%	132	100.0%	1,577	100.0%	598	100.0%	5,441	100.0%

TABLE 8
HOUSEHOLD TRIPS/PERSON VISITS TO NIAGARA REGION (CMA)
Employment Status, Education and Respondent's Gender (000's)

Year: 1994

Classification	Ontario		Other Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
Total Respondents	1,838	100.0%	74	100.0%	1,376	100.0%	553	100.0%	3841	100.0%
EMPLOYMENT STATUS										
Employed	1,393	75.8%	53	71.6%	N/A	-	N/A	-	1,446	37.6%
Unemployed	78	4.2%	2	2.7%		-		-	80	2.1%
Not in Labour Force	367	20.0%	19	25.7%	N/A	-	N/A	-	386	10.0%
55-64	56	3.0%	1	1.4%	N/A	-	N/A	-	57	1.5%
65+	90	4.9%	14	18.9%	N/A	-	N/A	-	104	2.7%
EDUCATION										
0-8 years of Schooling	172	9.4%	11	14.9%	N/A	-	N/A	-	183	4.8%
Some Secondary	191	10.4%	6	8.1%	N/A	-	N/A	-	197	5.1%
Graduated from High School	389	21.2%	9	12.2%	N/A	-	N/A	-	398	10.4%
Some Post-Secondary	161	8.8%	1	1.4%	N/A	-	N/A	-	162	4.2%
Post-Secondary Certificate	466	25.4%	18	24.3%	N/A	-	N/A	-	484	12.6%
University Degree	459	25.0%	29	39.2%	N/A -	-	N/A	-	488	12.7%
RESPONDENT'S GENDER										
Male - Over 15 years	967	52.6%	47	63.5%	586	42.6%	290	52.4%	1,890	49.2%
Female - Over 15 years	871	47.4%	27	36.5%	790	57.4%	263	47.6%	1,951	50.8%

N/A - Question not asked.

TABLE 9 - PERSON TRIPS TO NIAGARA REGION (CMA)

Origin of Trip - All Juridictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries
('000s)

Year: 1994

Origin of Trip	Same-Day		Overnight								Total	
			Overnight - Pleasure		Overnight - Business		Overnight - Other		Overnight - TOTAL			
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
TOTAL PERSON TRIPS/VISITS - All Origins	7,300	100.0%	2,193	100.0%	183	100.0%	824	100.0%	3,200	100.0%	10,501	100.0%
TOTAL PERSON TRIPS - Ontario	2,161	29.6%	556	25.4%	34	18.6%	380	46.1%	970	30.3%	3,132	29.8%
TOTAL PERSON TRIPS -Other Canada	-	-	79	3.6%	36	19.7%	17	2.1%	132	4.1%	132	1.3%
Total Domestic Person Trips	2,161	29.6%	635	29.0%	70	38.3%	397	48.2%	1,102	34.4%	3,264	31.1%
TOTAL PERSON VISITS* - U.S.A.	4,963	68.0%	1,177	53.7%	79	43.2%	310	37.6%	1,566	48.9%	6,529	62.2%
TOTAL PERSON VISITS* - Overseas	176	2.4%	381	17.4%	34	18.6%	117	14.2%	532	16.6%	708	6.7%
Total International Person Visits	5,139	70.4%	1,558	71.0%	113	61.7%	427	51.8%	2,098	65.6%	7,237	68.9%
Person Trips from Specific Canadian CMA's												
St. John's		-	1	0.0%		-	-	-	1	0.0%	1	0.0%
Halifax		-		-		-	4	0.5%	4	0.1%	4	0.0%
Saint John		-		-		-	-	-		-		
Quebec City		-	10	0.5%		-	6	0.7%	16	0.5%	16	0.2%
Sherbrooke		-		-		-	1	0.1%	1	0.0%	1	0.0%
Montreal		-	33	1.5%	34	18.6%	1	0.1%	68	2.1%	68	0.6%
Hamilton	375	5.1%	31	1.4%	5	2.7%	47	5.7%	83	2.6%	458	4.4%
Kitchener/Waterloo	121	1.7%	28	1.3%	10	5.5%	32	3.9%	70	2.2%	191	1.8%
Oshawa	23	0.3%	13	0.6%		-	6	0.7%	19	0.6%	42	0.4%
Ottawa-Hull		-	11	0.5%	2	1.1%	19	2.3%	32	1.0%	32	0.3%
Ottawa (CD06)		-	2	0.1%		-	20	2.4%	22	0.7%	22	0.2%
Toronto (CMA)	950	13.0%	203	9.3%	2	1.1%	58	7.0%	263	8.2%	1,213	11.6%
Toronto (CD20)	498	6.8%	138	6.3%		-	14	1.7%	152	4.8%	650	6.2%
St. Catharines/Niagara	344	4.7%	41	1.9%		-	35	4.2%	76	2.4%	420	4.0%
Sudbury		-	7	0.3%	2	1.1%	5	0.6%	14	0.4%	14	0.1%
Windsor	4	0.1%	16	0.7%		-	6	0.7%	22	0.7%	26	0.2%
Thunder Bay	2	0.0%		-	2	1.1%	1	0.1%	3	0.1%	5	0.0%
London	54	0.7%	32	1.5%		-	34	4.1%	66	2.1%	119	1.1%
Winnipeg		-		-		-	-	-		-		
Regina		-		-		-	-	-		-		
Saskatoon		-		-		-	-	-		-		
Calgary		-		-		-	-	-		-		
Edmonton		-		-		-	-	-		-		
Vancouver		-		-		-	-	-		-		
Victoria		-		-		-	-	-		-		

TABLE 9 - PERSON TRIPS TO NIAGARA REGION (CMA)

Origin of Trip - All Jurisdictions, Specific CMA's Across Canada, Bordering U.S. States and Overseas Countries
('000s)

Year: 1994

Origin of Trip	Same-Day		Overnight								Total	
			Overnight - Pleasure		Overnight - Business		Overnight - Other		Overnight - TOTAL			
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
TOTAL PERSON TRIPS/VISITS - All Origins	7,300	100.0%	2,193	100.0%	183	100.0%	824	100.0%	3,200	100.0%	10,501	100.0%
TOTAL PERSON TRIPS - Ontario	2,161	29.6%	556	25.4%	34	18.6%	380	46.1%	970	30.3%	3,132	29.8%
TOTAL PERSON TRIPS -Other Canada	-	-	79	3.6%	36	19.7%	17	2.1%	132	4.1%	132	1.3%
Total Domestic Person Trips	2,161	29.6%	635	29.0%	70	38.3%	397	48.2%	1,102	34.4%	3,264	31.1%
TOTAL PERSON VISITS* - U.S.A.	4,963	68.0%	1,177	53.7%	79	43.2%	310	37.6%	1,566	48.9%	6,529	62.2%
TOTAL PERSON VISITS* - Overseas	176	2.4%	381	17.4%	34	18.6%	117	14.2%	532	16.6%	708	6.7%
Total International Person Visits	5,139	70.4%	1,558	71.0%	113	61.7%	427	51.8%	2,098	65.6%	7,237	68.9%
Person Visits from Selected U.S. Jurisdictions (by State)												
New York	3,621	49.6%	-	-	-	-	488	59.2%	488	15.3%	4,110	39.1%
Michigan	389	5.3%	-	-	-	-	233	28.3%	233	7.3%	621	5.9%
Pennsylvania	117	1.6%	-	-	-	-	157	19.1%	157	4.9%	274	2.6%
Minnesota	19	0.3%	-	-	-	-	15	1.8%	15	0.5%	35	0.3%
Other Border States	207	2.8%	-	-	-	-	234	28.4%	234	7.3%	442	4.2%
Person Visits from Selected Overseas Jurisdictions (by Country)												
United Kingdom	21	0.3%	-	-	-	-	82	10.0%	82	2.6%	104	1.0%
France	8	0.1%	-	-	-	-	81	9.8%	81	2.5%	89	0.8%
Germany	15	0.2%	-	-	-	-	53	6.4%	53	1.7%	69	0.7%
Other Europe	25	0.3%	-	-	-	-	73	8.9%	73	2.3%	98	0.9%
Japan	50	0.7%	-	-	-	-	111	13.5%	111	3.5%	161	1.5%

TABLE 10
TOURISM EXPENDITURES IN NIAGARA REGION (CMA)
By Ontario Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO NIAGARA REGION	50,560	100.0%	33,985	100.0%	811	100.0%	26,646	100.0%	66,102	100.0%	17,114	100.0%	21,002	100.0%	216,222	100.0%
EXPENDITURES IN NIAGARA REGION BY IN-COMING VISITORS (Total)	10	0.0%	15,720	46.3%	811	100.0%	26,646	100.0%	66,102	100.0%	17,114	100.0%	21,002	100.0%	147,405	68.2%
By Main Purpose & Length of Stay:																
Pleasure			7,722	22.7%	257	31.7%	22,211	83.4%	33,443	50.6%	16,054	93.8%	14,190	67.6%	93,877	43.4%
Same Day			401	1.2%	1	0.1%			14,043	21.2%	6,646	38.8%	9,922	47.2%	31,013	14.3%
Overnight			7,321	21.5%	256	31.6%	22,211	83.4%	19,401	29.4%	9,408	55.0%	4,268	20.3%	62,865	29.1%
Visit Friends & Relatives	10	0.0%	5,159	15.2%	393	48.5%	623	2.3%	7,627	11.5%	913	5.3%	4,953	23.6%	19,678	9.1%
Same Day			499	1.5%					3,034	4.6%	118	0.7%	1,595	7.6%	5,246	2.4%
Overnight	10	0.0%	4,660	13.7%	393	48.5%	623	2.3%	4,593	6.9%	795	4.6%	3,357	16.0%	14,431	6.7%
Business/Convention			1,276	3.8%	128	15.8%	3,073	11.5%	23,136	35.0%	51	0.3%	746	3.6%	28,410	13.1%
Same Day			38	0.1%					21,945	33.2%					21,983	10.2%
Overnight			1,238	3.6%	128	15.8%	3,073	11.5%	1,191	1.8%	51	0.3%	746	3.6%	6,427	3.0%
Personal			1,563	4.6%	33	4.1%	739	2.8%	1,896	2.9%	97	0.6%	1,114	5.3%	5,442	2.5%
Same Day			1,098	3.2%					1,115	1.7%	2	0.0%	646	3.1%	2,861	1.3%
Overnight			466	1.4%	33	4.1%	739	2.8%	781	1.2%	95	0.6%	467	2.2%	2,581	1.2%
EXPENDITURES INCURRED IN NIAGARA REGION BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE NIAGARA REGION	50,550	100.0%	18,265	53.7%											68,815	31.8%

TABLE 11
TOURISM EXPENDITURES IN NIAGARA REGION (CMA)
By Other Canadian Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO NIAGARA REGION			10,220	100.0%	149	100.0%	15,664	100.0%	14,940	100.0%	4,253	100.0%	3,238	100.0%	48,464	100.0%
EXPENDITURES IN NIAGARA REGION BY IN-COMING VISITORS (Total)			10,220	100.0%	149	100.0%	15,664	100.0%	14,940	100.0%	4,253	100.0%	3,238	100.0%	48,464	100.0%
By Main Purpose & Length of Stay:																
Pleasure			3,094	30.3%	2	1.3%	6,033	38.5%	7,411	49.6%	3,745	88.1%	2,726	84.2%	23,011	47.5%
Same Day															-	
Overnight			3,094	30.3%	2	1.3%	6,033	38.5%	7,411	49.6%	3,745	88.1%	2,726	84.2%	23,011	47.5%
Visit Friends & Relatives			1,410	13.8%	146	98.0%	236	1.5%	2,124	14.2%	507	11.9%	373	11.5%	4,796	9.9%
Same Day															-	
Overnight			1,410	13.8%	146	98.0%	236	1.5%	2,124	14.2%	507	11.9%	373	11.5%	4,796	9.9%
Business/Convention			5,716	55.9%			9,395	60.0%	5,405	36.2%			140	4.3%	20,656	42.6%
Same Day															-	
Overnight			5,716	55.9%			9,395	60.0%	5,405	36.2%			140	4.3%	20,656	42.6%
Personal															-	
Same Day															-	
Overnight															-	

TABLE 12
TOURISM EXPENDITURES IN NIAGARA REGION (CMA)
By U.S. Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO NIAGARA REGION	8,988	100.0%	30,603	100.0%	2,221	100.0%	84,953	100.0%	114,735	100.0%	80,090	100.0%	70,348	100.0%	391,937	100.0%
EXPENDITURES IN NIAGARA REGION SAME-DAY VISITORS (Total)	3,482	38.7%	16,311	53.3%	1,130	50.9%	5	0.0%	53,309	46.5%	40,718	50.8%	35,737	50.8%	150,692	38.4%
OVERNIGHT VISITORS	3,360	37.4%	14,292	46.7%	1,091	49.1%	84,948	100.0%	61,426	53.5%	39,372	49.2%	34,610	49.2%	239,099	61.0%
By Main Purpose & Length of Stay:																
Pleasure	2,842	31.6%	11,404	37.3%	923	41.6%	72,372	85.2%	50,891	44.4%	32,570	40.7%	27,252	38.7%	198,255	50.6%
Visit Friends & Relatives	70	0.8%	904	3.0%	23	1.0%	3,352	3.9%	3,827	3.3%	3,256	4.1%	4,315	6.1%	15,747	4.0%
Business/Convention	368	4.1%	1,321	4.3%	119	5.4%	5,896	6.9%	3,509	3.1%	1,501	1.9%	1,126	1.6%	13,840	3.5%
Personal/Other	79	0.9%	663	2.2%	26	1.2%	3,327	3.9%	3,199	2.8%	2,045	2.6%	1,918	2.7%	11,258	2.9%
EXPENDITURES INCURRED IN NIAGARA REGION BY VISITORS WHILE TRAVELLING TO DESTINATIONS OUTSIDE NIAGARA REGION	2,146	23.9%													2,146	0.5%

TABLE 13

TOURISM EXPENDITURES IN NIAGARA REGION (CMA)

By Overseas Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO NIAGARA REGION	18,272	100.0%	8,059	100.0%	1,675	100.0%	35,578	100.0%	26,500	100.0%	12,458	100.0%	26,889	100.0%	129,431	100.0%
EXPENDITURES IN NIAGARA REGION SAME-DAY VISITORS (Total)	964	5.3%	200	2.5%	110	6.6%	2	0.0%	2,816	10.6%	830	6.7%	2,181	8.1%	7,104	5.5%
OVERNIGHT VISITORS	13,726	75.1%	7,859	97.5%	1,565	93.4%	35,575	100.0%	23,684	89.4%	11,628	93.3%	24,708	91.9%	118,746	91.7%
By Main Purpose & Length of Stay:																
Pleasure	5,637	30.9%	5,382	66.8%	643	38.4%	24,429	68.7%	15,162	57.2%	7,590	60.9%	14,803	55.1%	73,645	56.9%
Visit Friends & Relatives	3,260	17.8%	1,545	19.2%	372	22.2%	5,574	15.7%	5,135	19.4%	2,934	23.6%	6,330	23.5%	25,149	19.4%
Business/Convention	4,487	24.6%	570	7.1%	511	30.5%	4,159	11.7%	2,494	9.4%	718	5.8%	2,067	7.7%	15,006	11.6%
Personal/Other	341	1.9%	363	4.5%	39	2.3%	1,413	4.0%	893	3.4%	386	3.1%	1,509	5.6%	4,946	3.8%
EXPENDITURES INCURRED IN NIAGARA REGION BY VISITORS WHILE TRAVELLING TO DESTINATIONS OUTSIDE NIAGARA REGION	3,582	19.6%													3,582	2.8%

TABLE 14
TOURISM EXPENDITURES IN NIAGARA REGION (CMA)
Visitors from All Origins, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO NIAGARA REGION	77,820	100.0%	82,867	100.0%	4,856	100.0%	162,841	100.0%	222,277	100.0%	113,915	100.0%	121,477	100.0%	786,053	100.0%
EXPENDITURES IN NIAGARA REGION BY IN-COMING VISITORS (Total)	27,270	35.0%	64,602	78.0%	4,856	100.0%	162,841	100.0%	222,277	100.0%	113,915	100.0%	121,477	100.0%	717,238	91.2%
By Main Purpose & Length of Stay:																
Note: "Same day" covers Canadian residents only, while "Overnight" covers ALL origins																
Pleasure	8,479	10.9%	27,602	33.3%	1,825	37.6%	125,045	76.8%	106,907	48.1%	59,959	52.6%	58,971	48.5%	388,788	49.5%
Same Day	-	-	401	0.5%	1	0.0%	-	-	14,043	6.3%	6,646	5.8%	9,922	8.2%	31,013	3.9%
Overnight	8,479	10.9%	27,201	32.8%	1,824	37.6%	125,045	76.8%	92,865	41.8%	53,313	46.8%	49,049	40.4%	357,776	45.5%
Visit Friends & Relatives	3,340	4.3%	9,018	10.9%	934	19.2%	9,785	6.0%	18,713	8.4%	7,610	6.7%	15,971	13.1%	65,371	8.3%
Same Day	-	-	499	0.6%	-	-	-	-	3,034	1.4%	118	0.1%	1,595	1.3%	5,246	0.7%
Overnight	3,340	4.3%	8,519	10.3%	934	19.2%	9,785	6.0%	15,679	7.1%	7,492	6.6%	14,375	11.8%	60,124	7.6%
Business/Convention	4,855	6.2%	8,883	10.7%	758	15.6%	22,523	13.8%	34,544	15.5%	2,270	2.0%	4,079	3.4%	77,912	9.9%
Same Day	-	-	38	0.0%	-	-	-	-	21,945	9.9%	-	-	-	-	21,983	2.8%
Overnight	4,855	6.2%	8,845	10.7%	758	15.6%	22,523	13.8%	12,599	5.7%	2,270	2.0%	4,079	3.4%	55,929	7.1%
Personal	420	0.5%	2,589	3.1%	98	2.0%	5,479	3.4%	5,988	2.7%	2,528	2.2%	4,541	3.7%	21,643	2.8%
Same Day	-	-	1,098	1.3%	-	-	-	-	1,115	0.5%	2	0.0%	646	0.5%	2,861	0.4%
Overnight	420	0.5%	1,492	1.8%	98	2.0%	5,479	3.4%	4,873	2.2%	2,526	2.2%	3,894	3.2%	18,782	2.4%
SAME-DAY International Visitors	4,446	5.7%	16,511	19.9%	1,240	25.5%	7	0.0%	56,125	25.3%	41,548	36.5%	37,918	31.2%	157,795	20.1%
EXPENDITURES INCURRED IN NIAGARA REGION BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE NIAGARA REGION	50,550	65.0%	18,265	22.0%	-	-	-	-	-	-	-	-	-	-	68,815	8.8%
BY INTERNATIONAL VISITORS WHO COME TO NIAGARA REGION BUT DO NOT VISIT	5,728	7.4%													5,728	0.7%